

Marlboro Announces Another Profitable Promotion.



Free Marlboro Country Music cassette with carton purchase.

- Featuring the top hits of Hank Williams, Jr., Barbara Mandrell, Bonnie Milsap, Ricky Skaggs, and Lee Greenwood.

Maximum in-store visibility and impact.

- 90-carton floor bin prominently displays Marlboro Country Music cassettes.

Solid profit opportunity.

- This promotion is sure to increase carton sales and create extra profit for you.

$$\frac{90}{\text{(Cartons per display)}} \times \frac{\text{(Profit per carton)}}{\text{(Profit per carton)}} = \$$$

$$\text{\$15.00 Display allowance per store} \dots \dots = \$$$

$$\text{Total added profits per store} \dots \dots \dots = \$$$

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Come to where the profits are. Come to Marlboro Country.